

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Mundy Katowitz Media Inc.
1322 G Street SE
Washington, DC 20003

<u>Contract / Revision</u> 354779 /		<u>Alt Order #</u> 06850853
<u>Product</u> Anti-Romney		
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Estimate #</u> 1566	
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/23/12	10/23/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T-----				1	\$300.00			
N 2	WTMJ	10/25/12	10/25/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$300.00			
N 3	WTMJ	10/26/12	10/26/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$300.00			
N 4	WTMJ	10/29/12	10/29/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-----				1	\$300.00			
N 5	WTMJ	10/24/12	10/24/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--W----				1	\$700.00			
N 6	WTMJ	10/25/12	10/25/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$700.00			
N 7	WTMJ	10/26/12	10/26/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$700.00			
N 8	WTMJ	10/23/12	10/23/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T-----				1	\$500.00			
N 9	WTMJ	10/25/12	10/25/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$500.00			
N 10	WTMJ	10/29/12	10/29/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-----				1	\$500.00			
N 11	WTMJ	10/24/12	10/24/12	The Morning Blend	9a-10a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--W----				1	\$100.00			

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<u>Contract / Revision</u> 354779 /		<u>Alt Order #</u> 06850853
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> Anti-Romney	<u>Estimate #</u> 1566
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 09/10/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	10/26/12	10/26/12	The Morning Blend	9a-10a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---F--				1	\$100.00			
N 13	WTMJ	10/23/12	10/23/12	Today Show III	11a-12n		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$200.00			
N 14	WTMJ	10/25/12	10/25/12	Today Show III	11a-12n		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$200.00			
N 15	WTMJ	10/24/12	10/24/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$300.00			
N 16	WTMJ	10/26/12	10/26/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$300.00			
N 17	WTMJ	10/29/12	10/29/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$200.00			
N 18	WTMJ	10/24/12	10/24/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$200.00			
N 19	WTMJ	10/25/12	10/25/12	Live at 4:00 News	4p-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$450.00			
N 20	WTMJ	10/26/12	10/26/12	Live at 4:30 News	430p-5p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00			
N 21	WTMJ	10/29/12	10/29/12	Live at 5 News	5p-530p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00			
N 22	WTMJ	10/23/12	10/23/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,100.00			
N 23	WTMJ	10/26/12	10/26/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,100.00			
N 24	WTMJ	10/24/12	10/24/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$500.00			
N 25	WTMJ	10/25/12	10/25/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$500.00			
N 26	WTMJ	10/24/12	10/24/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,800.00			
N 27	WTMJ	10/26/12	10/26/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,800.00			
N 28	WTMJ	10/29/12	10/29/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,800.00			
N 29	WTMJ	10/23/12	10/23/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$750.00			
N 30	WTMJ	10/25/12	10/25/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$750.00			
N 31	WTMJ	10/26/12	10/26/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$350.00			
N 32	WTMJ	10/29/12	10/29/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$350.00			
N 33	WTMJ	10/27/12	10/27/12	Today Show Saturday	6a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$300.00			
N 34	WTMJ	10/27/12	10/27/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$350.00			
N 35	WTMJ	10/27/12	10/27/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,100.00			
N 36	WTMJ	10/28/12	10/28/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$300.00			
N 37	WTMJ	10/28/12	10/28/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00			
N 38	WTMJ	10/28/12	10/28/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$650.00			
Totals											38	\$22,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	32	\$18,100.00	\$15,385.00
10/29/12 - 10/29/12	6	\$4,150.00	\$3,527.50
Totals	38	\$22,250.00	\$18,912.50

Signature: _____ **Date:** _____

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